

REP HEADLINE# 6399536
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
OCT29/12 11.39
*** WFLA-TV ***

ADV # ADV. NAME FOLI/B OBAMA/D/PRE/US REP. # OFF. # SALESMAN #
AGY # AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME KATIE KEULEMAN

3050 K ST NW, SALES PRSN WA- MEGHAN MCGARR (H)
WASHINGTON, DC 20007

ORDER # CONTRACT # 6399536 CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA FPR AMERICA EST#2265 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV6/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT29/12 11.39

REP: NEW ORDER
TTL \$55,420 @30X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007

OBAMA FOR AMERICA



gm
10/29

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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1			1237A-136A	60		\$800.00	10/30	11/2	4		TU-F	4
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AGENCY ADVERTISER CODE = 95
AGENCY PRODUCT CODE = 101
PROGRAM : LT NITE W/JIMMY FALLON
CON COM1: LT NITE W/JIMMY FALLON

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	60		\$760.00	10/30	11/2	4		TU-F	4
3			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	60		\$3,400.00	10/30	11/2	2		TU-F	2
4			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	60		\$3,400.00	10/30	11/2	1		TU-F	1
5			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	60		\$2,900.00	10/30	11/2	3		TU-F	3
6			700P-730P PROGRAM : NEWSCHANNEL 8 CON COM1: NEWSCHANNEL 8	60		\$4,000.00	10/30	11/2	0		TU-F	0
7			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	60		\$4,000.00	10/30	11/2	3		TU-F	3
8			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	60		\$2,080.00	10/30	11/2	3		TU-F	3
9			430A-459A PROGRAM : NC 8 TODAY AT 430A ORD COM1: RATES ARE 8/27-9/30 CON COM1: NC 8 TODAY AT 430A	60		\$100.00	10/30	11/2	3		TU-F	3
10			700A-900A PROGRAM : SATURDAY TODAY CON COM1: SATURDAY TODAY	60		\$2,000.00	11/3	11/3	1		SAT	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			800P-1100P	60		10000.00	11/4	11/4	0		SUN	0
PROGRAM : NFL PRESEASON:INDGPIT8/19/12												
CON COM1: NFL PRESEASON:INDGPIT8/19/12												
12			800A-900A	60		\$2,200.00	11/4	11/4	1		SUN	1
PROGRAM : SUNDAY TODAY												
CON COM1: SUNDAY TODAY												
13			900A-1000A	60		\$600.00	11/4	11/4	1		SUN	1
PROGRAM : NEWSCHANNEL 8 SUNDAY												
CON COM1: NEWSCHANNEL 8 SUNDAY												
14			1200N-100P	60		\$760.00	11/5	11/5	1		MON	1
PROGRAM : TODAY SHOW 3												
CON COM1: TODAY SHOW 3												
15			700A-900A	60		\$4,000.00	11/5	11/5	1		MON	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
16			900A-1000A	60		\$2,080.00	11/5	11/6	1		M-TU	1
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
17			430A-459A	60		\$100.00	11/5	11/6	1		M-TU	1
PROGRAM : NC 8 TODAY AT 430A												
CON COM1: NC 8 TODAY AT 430A												
NOV/12 55420.00												CONTRACT TOTAL 55420.00
												TOTAL SPOTS 30

MARKET TOTALS \$110,840 WFLA 50% WFTS 25% WTSP 25% WTVT 0% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 0% CABL 0%
 ESTIMATED. WILL UPDATE.
 SVC- NSI
 DEMOS- RA35+*

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 819 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	55420	Campaign Ref:	E:063995360
Buyer:		Client/Product/Estimate:	95 /101 /2265	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06399536
Est./PO Number:	06399536	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Obama For America	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
1	M-F 1237a ET / 1137p CT Late Night .TWTF..	01	800	60 Comme	Nbr of Spots 4		4	3200
2	M-F 12p Today Show III .TWTF..	01	760	60 Comme	Nbr of Spots 4		4	3040
3	M-F 5p News .TWTF..	01	3400	60 Comme	Nbr of Spots 2		2	6800
4	M-F 530p News .TWTF..	01	3400	60 Comme	Nbr of Spots 1		1	3400
5	M-F 6a News .TWTF..	01	2800	60 Comme	Nbr of Spots 3		3	8700
6	M-F 7a Today Show .TWTF..	01	4000	60 Comme	Nbr of Spots 3		3	12000
7	M-F 9a Today Show II .TWTF..	01	2080	60 Comme	Nbr of Spots 3		3	6240
8	M-Th, Su 430a News .TWTF..	03	100	60 Comme	Nbr of Spots 3		3	300
9	Sat 7a Today Show .TWTF..	01	2000	60 Comme	Nbr of Spots 1		1	2000
Weekly Totals: Total Spots(Ord Spots)					26	4	30	

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Washington DC 20007

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Submission Number 819 Issue 1



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P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 55,420	Campaign Ref: E:063995360
Buyer: ..	Client/Product/Estimate: 95 / 101 / 2265	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06399536
Est/PO Number: 06399536	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
10	Sun 8a Today ShowS	01	2200	60 Comme	Nbr of Spots 1		1	2200
11	Sun 9a NewsS	03	600	60 Comme	Nbr of Spots 1		1	600
12	M-F 12p Today Show III M.....	01	760	60 Comme	Nbr of Spots 1		1	760
13	M-F 7a Today Show M.....	01	4000	60 Comme	Nbr of Spots 1		1	4000
14	M-F 9a Today Show II MT.....	01	2080	60 Comme	Nbr of Spots 1		1	2080
16	M-Th, Su 430a News M.....	03	100	60 Comme	Nbr of Spots 1		1	100
Weekly Totals: Total Spots(Ord Spots)					26	4	30	

Grand Totals				Month 11 Weeks: 4	
Totals		10/29	11/05		
Spots	30	26	4		
Cost	55,420	48,480	6,940		

Grand Totals: Spots: 30
Gross Total: 55,420.00

Commission: 8,313.00
Net Total: 47,107.00